

BACHELOR OF BUSINESS ADMINISTRATION
Second Semester
Marketing Management
(BBA - 08)

Duration: 3Hrs.

Full Marks: 70

(PART-B: Descriptive)

Duration: 2 hrs. 40 mins.

Marks: 50

1. Answer the following questions (any five)

2 x 5=10

- a) Give two basic functions of marketing.
- b) What is marketing myopia?
- c) Why is study of consumer behaviour important for the marketer?
- d) Define the terms product mix & product line.
- e) What is a trade mark?
- f) What is advertising?
- g) What is psychographic segmentation?

2. Answer the following questions (any five)

3 x 5 = 15

- a) Explain the marketing concept relevant today.
- b) Give three differences between selling and marketing.
- c) What are the different levels of a product?
- d) Describe the common uses of packaging.
- e) Who is a retailer? Mention two essential functions of a retailer.
- f) What makes a salesperson successful?
- g) Explain the two strategies used by organizations to manage their intermediaries.

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3. Answer the following questions (any five)

5 x 5 = 25

- a) Discuss the scope of marketing.
- b) Discuss the marketing environment.
- c) Explain the internal and external factors influencing pricing.
- d) Discuss the role of the distribution channel.
- e) Explain the limitations of advertising.
- f) Discuss the major challenges faced in personal selling.
- g) Discuss the various activities involved in physical distribution of goods.

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(The figures in the margin indicate full marks for the questions)

Duration: 20 minutes

Marks – 20

PART A- Objective Type

Choose the correct answer

1 x 20 = 20

1. The set of marketing tools a firm uses to implement its marketing strategy is called _____.
 - a. Promotion Mix
 - b. Marketing Mix
 - c. Total Quality Management
 - d. Product Mix
2. Setting a price below that of the competitor is called _____.
 - a. Penetration Pricing
 - b. Skimming Pricing
 - c. Mark Up Pricing
 - d. Discount Pricing
3. Which among the following cannot be marketed?
 - a. Ideas
 - b. Places
 - c. Information
 - d. None of the above
4. Focusing on the quality of the product is the philosophy of _____.
 - a. Production concept
 - b. Product concept
 - c. Selling concept
 - d. Exchange concept
5. Selling cards on Friendship Day is an example of _____.
 - a. Geographic Segmentation
 - b. Niche Marketing
 - c. Demographic Segmentation
 - d. Psychographic Segmentation

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6. Which of the following is not a behavioral segmenting variable?
- a. Occasion
 - b. Usage Status
 - c. Gender
 - d. Benefits
7. Direct Marketing is an example of _____ level distribution channel.
- a. Zero
 - b. One
 - c. Two
 - d. (a) & (b)
8. Goods which are easily available to the customer are known as _____.
- a. Shopping Goods
 - b. Convenience Goods
 - c. Impulse Goods
 - d. Speciality Goods
9. Ensuring that goods get to the right location in the right quantities and at the right time is called:
- a. Transportation
 - b. Distribution
 - c. Logistics
 - d. Warehousing
10. What is bulk breaking?
- a. Damage caused by shipping goods in bulk.
 - b. Breaking down a large shipment into smaller units for resale.
 - c. Breaking down a market into smaller retail segments.
 - d. None of the above
11. The route by which products reach to consumers is called:
- a. Wholesalers
 - b. Retailers
 - c. Marketing channel
 - d. (a) & (b)
12. Which of the following do not form part of the criteria for successful segmentation?
- a. Substantability
 - b. Measurability
 - c. Transferability
 - d. Defendability
13. What is a demand based pricing strategy ?
- a. Focus on internal costs
 - b. Focus upon the cost of production
 - c. Focus upon competition based analysis
 - c. Focus upon customer's choice

14. Which among the following is not a part of Broad Marketing Environment?
- a. Demographic Environment
 - b. Technological Environment
 - c. Target Customers
 - d. Socio-Cultural Environment
15. Which among the following is a demographic variable?
- a. Lifestyle
 - b. Region
 - c. Income
 - d. Occasions
16. At this stage sales are exceptionally high.
- a. Introductory
 - b. Decline
 - c. Maturity
 - d. Growth
17. The effectiveness of an advertisement depends on its _____.
- a. Reach
 - b. Frequency
 - c. Impact
 - d. All of the above
18. Value of a product is reflected in its _____ strategy.
- a. Product
 - b. Price
 - c. Place
 - d. Promotion
19. All marketing strategies comprises of _____.
- a. Segmenting
 - b. Targeting
 - c. Positioning
 - d. All of the above
20. Which among the following is not considered while taking Channel Designing decisions?
- a. Product to be marketed
 - b. Qualities of the middlemen
 - c. Financial Resources of the organization
 - d. Salary of the company's employees
